



# 10 Ways to Improve your LinkedIn Posts

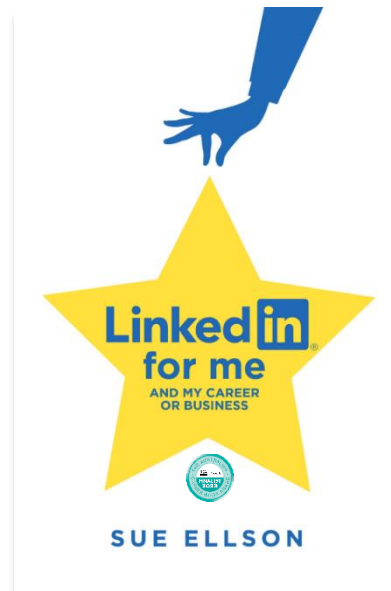
**Sue Ellson**

GK BBus MPC PCDAAs ASA WV SPN MEdPlus  
Independent LinkedIn Specialist  
Author, Educator, Practitioner

13 September 2023

[sueellson@sueellson.com](mailto:sueellson@sueellson.com)

<https://www.linkedin.com/in/sueellson>



# Welcome

- ✓ 10 ways to improve your LinkedIn Posts
- ✓ specific tips
- ✓ relevant examples



# Follow / Subscribe to Sue Elson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (24,278 Connections, 27,502 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson> (289 Subscribers – goal is 1,000+)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (835 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (165 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (427 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (397 Followers)
- ✓ Threads <https://www.threads.net/@sueellson> (35 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (26 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (5,484 Subscribers)  
<https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Elson Sharing LinkedIn Newsletter (272 Subscribers)  
<https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ **Sue Elson Email Newsletter (71 Subscribers)**  
<https://sueellson.com/newsletters>



# How many years on LinkedIn?

Please pop your year in the chat so I can tailor this presentation

## Location

A – Australia

O – Overseas (can mention country if you wish)

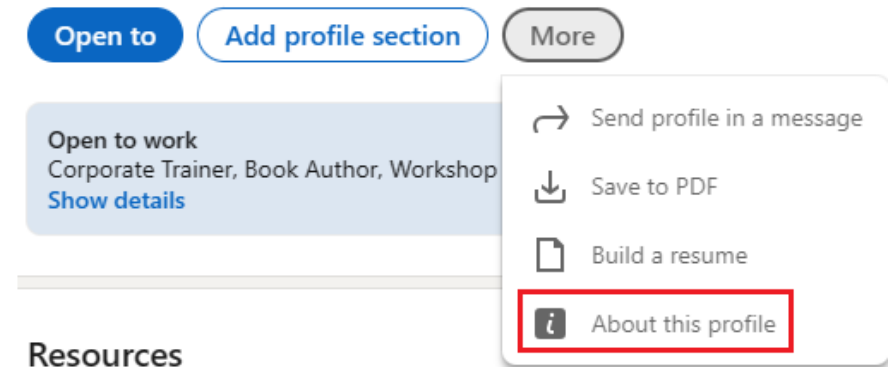
## Mine is

2003 A

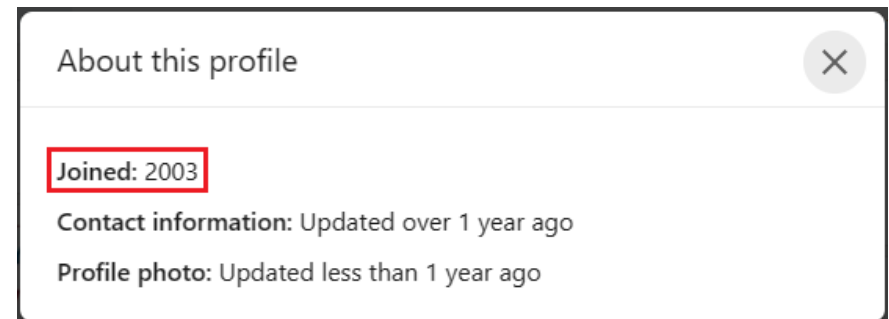
You can ask questions at any time

You can ask 'everyone' or 'just me' in the chat or contact me directly afterwards...

**Look for three things you can do in three hours from now**



## Resources



# Special Gift – Free Downloads

✓ latest offer <https://sueellson.com/latest-offer>

- Usernames and Passwords Spreadsheet (most popular)
- LinkedIn Statistics and Backup Spreadsheet
- Basic Social Media Statistics Spreadsheet
- List of Publications Spreadsheet
- Sample Resume Layout – Applicant Tracking System Friendly

✓ will send these direct to active participants!

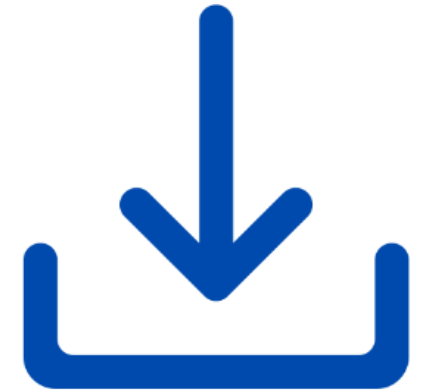
✓ **LIVE EVENT – LinkedIn for me and my career or business Workshop**

Third Saturday Monthly 9:30am – 1:30pm in person in Canterbury, Melbourne

<https://linkedinforme.eventbrite.com.au> \$195 includes printed book Maximum four people

Saturday 16 September 2023

✓ keep up to date by following me on social media



# Fast Facts – more at [sueellson.com](https://sueellson.com)

Sue Ellson is a Member of



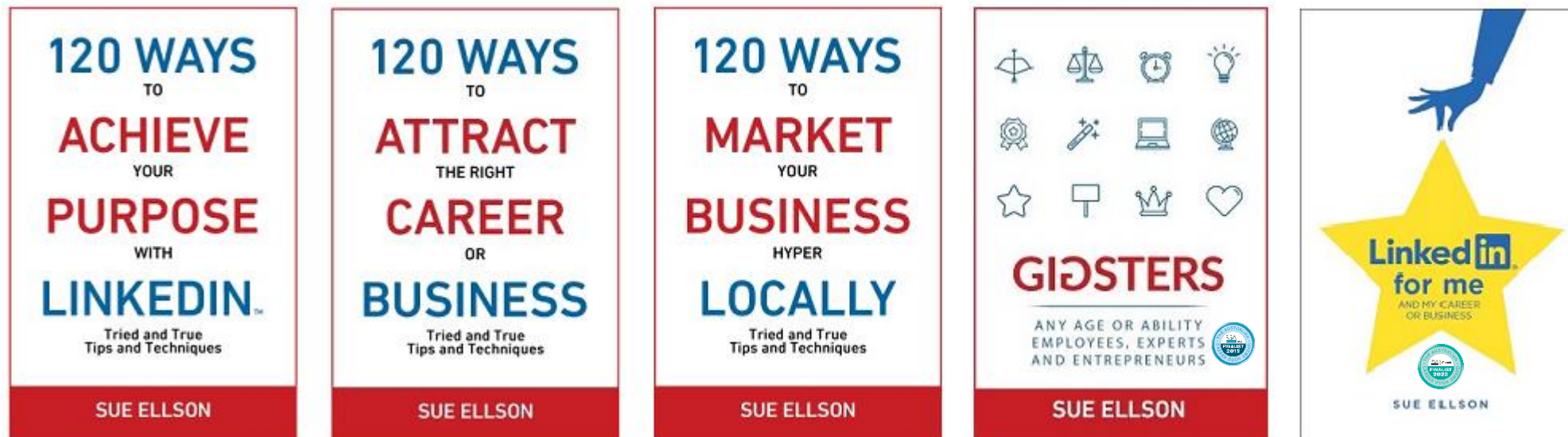
Sue Ellson is the Founder of



<https://sueellson.com/about> and <https://sueellson.com/services-and-pricing>



# Author of five books



Latest – **LinkedIn for me and my career or business** – launched 23 January 2023

Give yourself a gold star ★ LinkedIn Presence

<https://sueellson.com/books> or <https://120wayspublishing.com>

# Online Course



## LinkedIn for me and my career or business ★

- ✓ includes digital copy of book
- ✓ quick start program
- ✓ entire book instructions – videos too!
- ✓ clickable links
- ✓ LinkedIn Profiles, Pages, Groups
- ✓ LinkedIn Engagement, Content, Results
- ✓ Setup, Shine, Surprise Methodology

10 weeks – two hours a week

\$247 AUD

<https://sueellson.com/courses/linkedin-for-me-and-my-career-or-business>



# Quick Points

- ✓ acknowledge traditional owners of land where we are all based
- ✓ this presentation is for people of all backgrounds and it is not professional advice for your personal circumstances
- ✓ slides and video recording link will be emailed to all guests who registered to attend
- ✓ you can leave your video camera off and microphone on mute
- ✓ assume varied level of knowledge and experience and can read. Information correct at time of publication
- ✓ please add any questions you have in the Chat – and make notes – this is like a dream, forget when you wake up!
- ✓ learn more about me at <https://sueellson.com> and past clients at <https://sueellson.com/clients>
- ✓ will be asking you what has been most helpful to you at the end (feedback for me)
- ✓ if you are watching this later, the screen may have changed
- ✓ **find one way to say 'thank you'** – pro bono 10 hours work
  - Buy a book, Follow on Social Media, LinkedIn Endorsement or Recommendation, Facebook or Google Review



# 10 Ways to Improve your LinkedIn Posts

1. Make them Scroll Stopping
2. Have a Hook or Topic
3. Simple and Emotive Language
4. Add Value and Keep on LinkedIn
5. Brand Aligned Tone
6. Consistency not just Timing
7. Engagement Ratio 12:1
8. Respond to Comments at Length
9. Relevant @Mentions and #Hashtags
10. Keep a List of Links and Check Analytics



# 10 Ways to Improve your LinkedIn Posts

## 1. Make them Scroll Stopping


- 70% of people are visual
- programmed to identify faces
- if taking photos, take lots
- images that tell a story on their own
- no external links
- 32,000 views, 180 likes, 66 comments in two weeks 15/01/19

 **Sue Elson** (She/Her) • You  
Independent LinkedIn Specialist - Author, Educator, Consultant, Career Subj...  
5yr • 










Have you been wondering whether or not your [LinkedIn](#) Profile Photo should be in colour or black and white? Well here is an interesting tip. Did you know that in China, black and white photos are used on gravestones - so if you want to do business with the Chinese, you may decide that it could be culturally inappropriate to have black and white photos on either your LinkedIn Profile or your website - as you may be perceived as...






[#linkedin](#) [#linkedinprofile](#) [#branding](#)



 Graciela Portugal and 179 others 64 comments • 5 reposts

Reactions


  Like  Comment  Repost  Send

<https://www.linkedin.com/feed/update/urn:li:activity:6490720517056753664>

# 10 Ways to Improve your LinkedIn Posts

## 2. Have a Hook or Topic

- first line needs to be interesting
- multiple topics – can start with caps
- can be personal to some extent but still needs to be professional

 **Sue Ellson** (She/Her) • You  
Independent LinkedIn Specialist - Author, Educator, Consultant, Career Subj...  
2mo • 🌐

**RE-GRADUATION //** Reclaiming my name. On 31 August 2000, I graduated 🎓 from the [University of South Australia](#) with a Bachelor of Business in Administrative Management. Alas, I have never displayed my graduation certificate and I was even reluctant to attend the graduation ceremony.

I started my degree as a mature age student at 26 in 1993. I completed it part-time and entirely by correspondence, before and after my two children were born.

It wasn't easy, but I ended up on the Dean's Merit List and the Vice Chancellor's Merit List and earned lifetime membership of the [Golden Key International Honour Society](#) as I was in the top 15% of undergraduate students. My final subject, a research project, led me to creating my first social enterprise and the life I live today.


I decided to travel back to Adelaide to go to the graduation ceremony and my family were very excited as I was the first person in my family to earn a Bachelor's Degree.

My grandfather travelled from Kangaroo Island to attend and my brother and sister-in-law came from Sydney.

Despite all of this, I never displayed my graduation certificate.

<https://www.linkedin.com/feed/update/urn:li:activity:7081522930576228352>

<https://www.linkedin.com/feed/update/urn:li:activity:7082602777746571264>

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2mo • 🌐

**#QuitTok #QuitMyJob** - would you quit your job online? There is a trend in the US to either quit live online or re-enact it and share it on social media. Research from [LinkedIn](#) and [Censuswide](#) shows that over 66% of Gen Z and Millennials in the US plan to switch jobs in 2023 and the [Deloitte 2023 Generation Z and Millennial Survey](#) shows that these generations make their career and lifestyle decisions based on their values, but they still have concerns about their finances, climate change and mental health...

Some employers are finding it difficult to provide these candidates with the values-matching they expect, especially around flexibility and environmental sustainability.

Companies like [Canva](#) and [Atlassian](#) are increasing their performance management metrics going forward...

The way I see it, employers need to make sure:

- ✅ your social media policy is up to date (and everyone knows what it is)
- ✅ in-person communication channels remain open
- ✅ during the onboarding process you let people know what you expect if they want to quit

Candidates need to:

- ✅ do your research before you take on the job offer
- ✅ make sure your needs are met outside of work as well as at work
- ✅ have realistic expectations about what you provide and what the employer provides in exchange

What do you think?


Could this online trend take hold here in Australia?

Are there any benefits to putting up this type of content online that I am missing?


Personally, I believe in dealing with the issues at the source, not publicly...

Check out this interview on [Nine's Today Extra](#) with David Campbell and [Sylvia Jeffreys](#)

[#sueellson #todayextra](#)



QuitTok Live Quitting Online on Channel 9 Today Extra - Sue Ellson  
sueellson.com • 8 min read

 Anubhav Tewari and 27 others

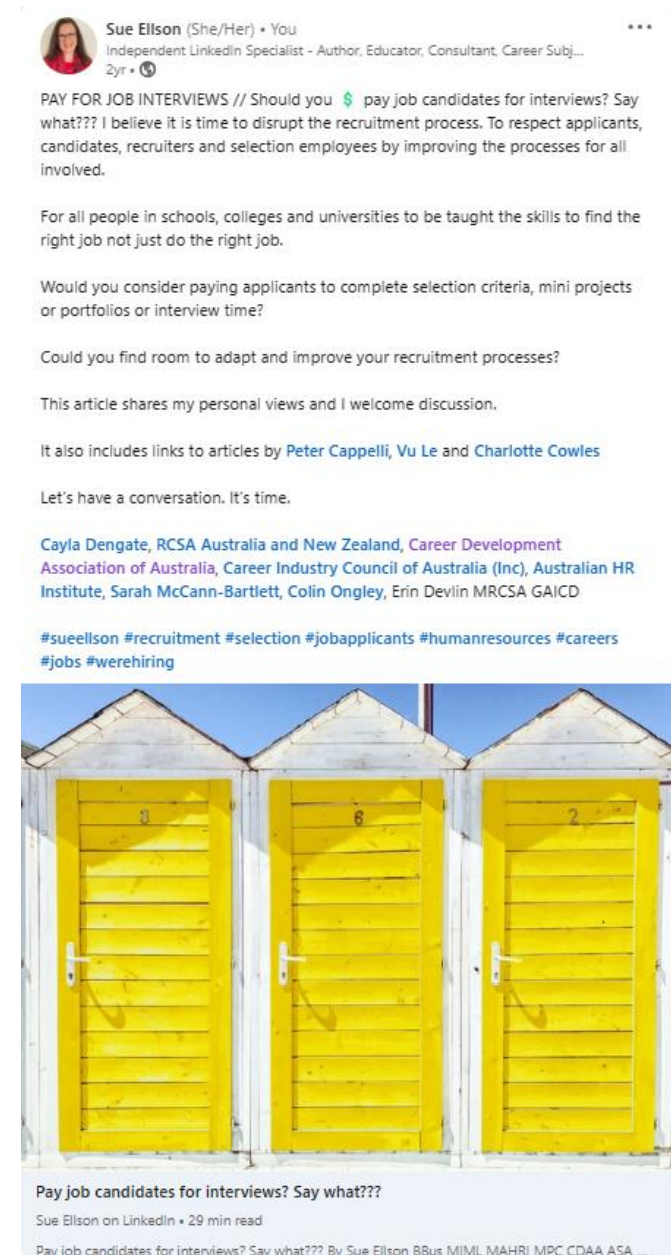
10 comments - 1 repost

# 10 Ways to Improve your LinkedIn Posts

## 3. Simple and Emotive Language

- 12 year old comprehension
- short sentences = one paragraph
- lots of white space = mobile phone friendly
- what is your purpose?
- provide evidence / data to support you

<https://www.linkedin.com/feed/update/urn:li:activity:6818736133455925248>



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Independent LinkedIn Specialist - Author, Educator, Consultant, Career Subj...  
2yr • 🌐

**PAY FOR JOB INTERVIEWS // Should you \$ pay job candidates for interviews? Say what???** I believe it is time to disrupt the recruitment process. To respect applicants, candidates, recruiters and selection employees by improving the processes for all involved.

For all people in schools, colleges and universities to be taught the skills to find the right job not just do the right job.

Would you consider paying applicants to complete selection criteria, mini projects or portfolios or interview time?

Could you find room to adapt and improve your recruitment processes?


This article shares my personal views and I welcome discussion.

It also includes links to articles by [Peter Cappelli](#), [Vu Le](#) and [Charlotte Cowles](#)

Let's have a conversation. It's time.

[Cayla Dengate](#), [RCSA Australia and New Zealand](#), [Career Development Association of Australia](#), [Career Industry Council of Australia \(Inc\)](#), [Australian HR Institute](#), [Sarah McCann-Bartlett](#), [Colin Ongley](#), [Erin Devlin](#) [MRCSA](#) [GAICD](#)

[#sueellson](#) [#recruitment](#) [#selection](#) [#jobapplicants](#) [#humanresources](#) [#careers](#) [#jobs](#) [#werehiring](#)



**Pay job candidates for interviews? Say what???**  
Sue Ellson on LinkedIn • 29 min read  
Pay job candidates for interviews? Say what???. By Sue Ellson BBus MIML MAHRI MPC CDAA ASA ...

# 10 Ways to Improve your LinkedIn Posts

## 4. Add Value and Keep on LinkedIn

- self contained content
- give immediate value
- video uploaded directly with auto captions you can edit or add your .srt file from YouTube

<https://www.linkedin.com/feed/update/urn:li:activity:6981127151509016576>

27,774 views 128 reactions 38 comments and 10 reposts (my best performing post last 12 months)

 **Sue Ellson** (She/Her) • You  
Independent LinkedIn Specialist - Author, Educator, Consultant, Career Subj...  
1yr • 

MATURE AGE WORKERS AND AGEISM // Today I was interviewed on  Channel Nine's Today Extra program with David Campbell and [Sylvia Jeffreys](#). Around 100,000 older Australians are currently looking for work and there are many ways to go about it.

Ageism in the workplace

- ❑ people not listened to as much
- ❑ people like working with people of a similar age +/- 10 years
- ❑ perception that older people will be unwell but they could be covering for younger people

How to go about hunting for work

- ❑ learn the skills to get a job not just how to do a job
- ❑ remember many jobs are never advertised
- ❑ make sure you have a LinkedIn Profile
- ❑ complete some training
- ❑ do you have a resume that outlines your skills and values?
- ❑ remember that you have emotional intelligence

When you are applying for work

- ❑ you must describe your value
- ❑ remember employers need you to come in and do the work straight away
- ❑ make sure you have a LinkedIn Profile
- ❑ mention you are doing research on your career
- ❑ complete some micro credentials
- ❑ find out what other supports are available

What can employers do to provide a better workspace for older workers?

- ❑ a good workplace is one suitable for any age person
- ❑ lots of people want flexible hours
- ❑ job sharing creates cross pollination
- ❑ multi-age and multi-background is ideal
- ❑ have fun

Where else can you get help?

- ❑ remember recruiters work for the employer not the candidate
- ❑ see a career development professional [Career Development Association Australia](#)
- ❑ Federal government Mature Age Workers Hub
- ❑ State and Local government initiatives
- ❑ online resources

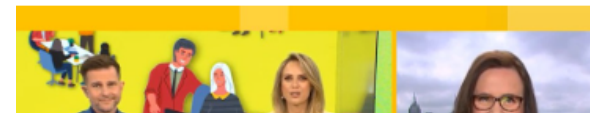
Also remember for anyone with any level of disadvantage, the three best ways to get work

- ❑ networking
- ❑ referrals
- ❑ voluntary work in your area of expertise

I will be providing a more comprehensive LinkedIn Article and pin it to this post later with links to further information.

May be of interest to Jill Weeks, [Silver & Wise Pty Ltd](#), [John McCaskill, RCSA Australia](#) and [New Zealand, Australian HR Institute \(AHRI\)](#) and [Steve Santopalo](#)

#ageism #careers #sueellson



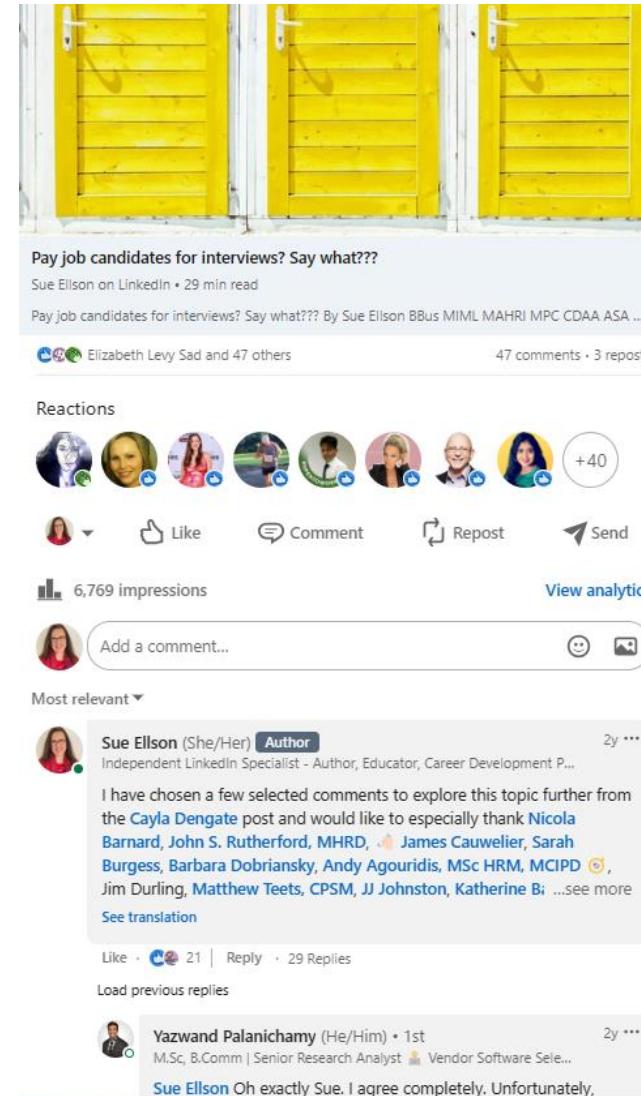


# 10 Ways to Improve your LinkedIn Posts

## 5. Keep the Conversation going

- LinkedIn Algorithm favours Posts that are professional and generate discussion
- be ready to discuss New Topics that haven't been discussed before
- make sure you respond to as many Comments as possibly in a timely, lengthy, relevant manner

<https://www.linkedin.com/feed/update/urn:li:activity:6818736133455925248/>



The screenshot shows a LinkedIn post by Sue Ellson titled "Pay job candidates for interviews? Say what???". The post has 47 comments and 3 reposts. The author's bio is "Independent LinkedIn Specialist - Author, Educator, Career Development P...". The post content includes a list of names: "Cayla Dengate", "Nicola Barnard", "John S. Rutherford, MHRD", "James Cauwelier", "Sarah Burgess", "Barbara Dobriansky", "Andy Agouridis, MSc HRM, MCIPD", "Jim Durling", "Matthew Teets, CPSM", "JJ Johnston", and "Katherine Bi". A comment from Yazwand Palanichamy (He/Him) is visible, stating "Sue Ellson Oh exactly Sue. I agree completely. Unfortunately,".


# 10 Ways to Improve your LinkedIn Posts

## 6. Brand Aligned Tone

- mine is friendly and professional and not overtly personal – what is yours?
- is your hobby, sport, art or other interest worth sharing?
- does it seem aligned or are you 'fishing' for engagement?
- does it feel like AI generated copy or imagery or is it really your 'voice'?

<https://www.linkedin.com/feed/update/urn:li:activity:7056074025382391808>

This was picked up by LinkedIn Editors and had a second run...


 **Sue Ellson** (She/Her) • You  
Independent LinkedIn Specialist · Author, Educator, Consultant, Career Subj...  
5mo · 🌐

DIVERSITY EQUITY INCLUSION DEI // [Louis White](#) from [HRD Australia](#) talks about the importance of engaging older workers. He highlights:




- ✅ older workers are often trained less than younger workers
- ✅ a [Randstad](#) survey showing 20% of older workers are delaying retirement and 59% are loyal at ages 45 to 67 and 69% of people aged 45 to 67 saying training and development is important to them
- ✅ the Randstad survey also revealed 48.3% of people aged 18 to 24 and 44% aged 25 –34 would leave their job if they were unhappy
- ✅ [David Owens](#) from [HR Partners by Randstad](#) says engaging older workers is a part of an overall DEI strategy
- ✅ I talk about younger hiring managers having unconscious bias towards older workers around skills, health issues, higher pay rates, ability to work full time and beliefs around work ethic and capabilities

Read the full piece at <https://lnkd.in/g97MY4kU>

#diversityequityandinclusion #olderworkers #sueellson



Engaging older workers important part of DEI  
hcamag.com · 1 min read

   Seong-Soo Ryu and 16 others


14 comments · 1 repost

# 10 Ways to Improve your LinkedIn Posts

## 7. Engagement Ratio 12:1

- 12 engagements, 1 post
- need to listen first, then speak
- can gain more value from supporting others than just 'promoting' yourself
- feel like the nice business friend or family member that supports your peers, colleagues, co-workers, industry professionals etc – people like it when you like their stuff!

<https://www.linkedin.com/feed/update/urn:li:activity:7077821764386361345>

 **Sue Ellison (She/Her) · You**  
Independent LinkedIn Specialist · Author, Educator, Consultant, Career Subj...  
2mo · 🌐

CAREER BOOK LAUNCH // I was very fortunate to attend the 📖 book launch for Naishadh Gadani's "The Big Book of Career Doodles" 🎨 and the joint book with Dr Anamika Sharma 📖 "Your Career Journal."

ALLAN GATENBY FRIEdr FRIM CMF JP provided an inspirational presentation before delivering the Association of Career Professionals International ACPI Exemplary Practitioner Award and the ICCI Institute of Career Certification International Invited Career Management Fellow to Naishadh Gadani.

Karalyn Brown was the host and additional presentations were provided by Jennifer (Jenn) Barfield RPCDP, PCDA, CHATP and Frank Interrigi and Dr Kushil Sharma from the Indian Consulate and John Mullahy the Labor Member for Glen Waverley.

It was lovely to catch up with Melita Long Career and Executive Coach PCDA, RPCDP, Karen Thompson, Sarah McKinna, Colleen Thompson, Paul Singh Khumra, Claire Harvey and Aditi Sachdeva and spot several other members of the Career Development Association Australia.

Congratulations to the other contributing authors including Andrew Perry!

#careerdoodles #tacba #booklaunch #careers #sueellson



 Frank Interrigi and 51 others

15 comments



# 10 Ways to Improve your LinkedIn Posts

## 8. Respond to Comments at Length

- be strategic about where you comment
- make it clear that it was YOUR comment not AI
- click the Notification Bell on people or pages you like to curate your own Newsfeed

<https://www.linkedin.com/feed/update/urn:li:ugcPost:7104658867489316864>

Sue Elson replied to your comment on this

**Get Hired by LinkedIn News Australia**  
9,564 followers  
1w • 🌐

Do you ever blur your Zoom background to hide home office clutter? Or find yourself staring at an unfolded pile of washing between tasks?  
...see more

[See translation](#)

**Does household clutter affect you when working from home?**  
The author can see how you vote. [Learn more](#)

Yes, I get distracted ✓	47%
No, it doesn't faze me	29%
My house is spotless	22%
Other, share in the comments	2%

592 votes • Poll closed • [Remove vote](#)

👍❤️🗨️ 20 12 comments • 2 reposts

👍 Like 🗨️ Comment 🔄 Repost 📧 Send

Add a comment... 😊 📷

Most relevant ▾

**Sue Elson** (She/Her) • You  
Independent LinkedIn Specialist - Author, Educator, Consultant, C...  
1w ...

I can avoid some clutter if I have a deadline (like my clothes on clothes airers during winter) but I need to have a clean slate on a daily basis. It is even worse before I travel - I have to have everything ship shape before I can even pack!  
[See translation](#)

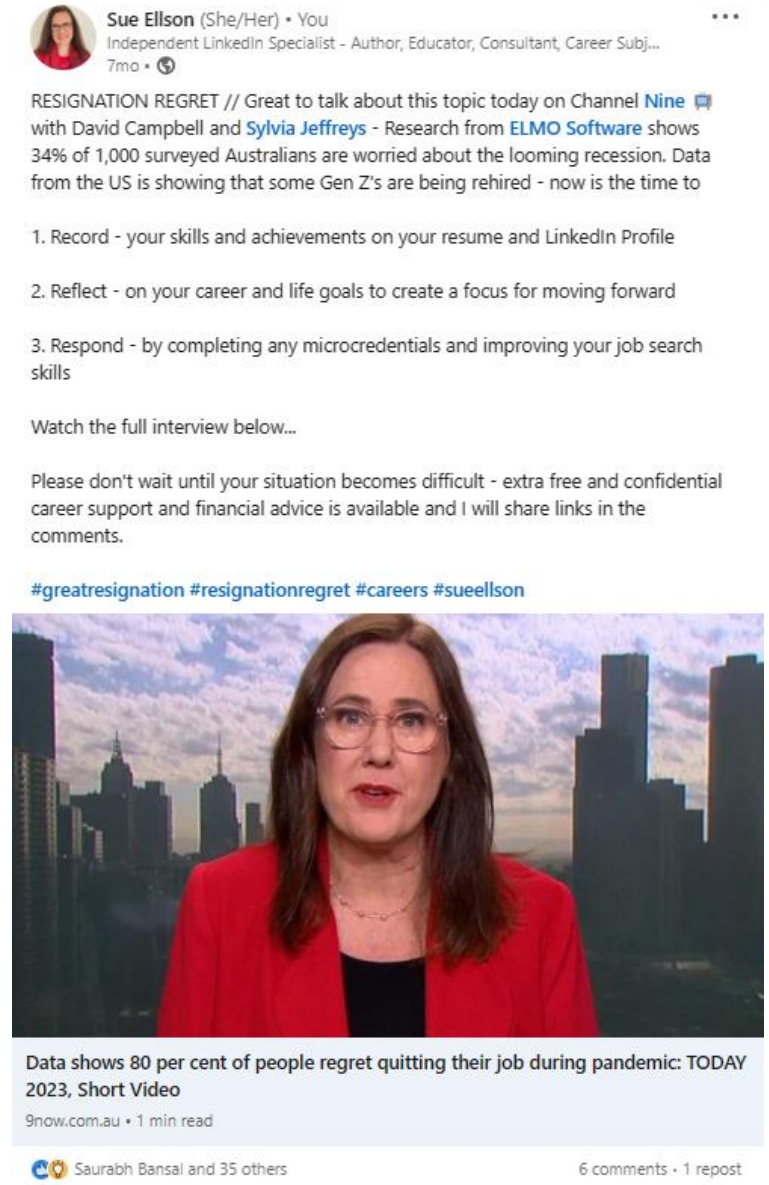


# 10 Ways to Improve your LinkedIn Posts

## 9. Relevant @Mentions and #Hashtags

- make sure you acknowledge your sources
- hopefully they will react and comment
- don't spam mention or spam tag
- about three to five hashtags
- I like to include my own name as a hashtag

<https://www.linkedin.com/feed/update/urn:li:activity:7034034260432883712>



The screenshot shows a LinkedIn post by Sue Ellison, an Independent LinkedIn Specialist. The post is titled "RESIGNATION REGRET // Great to talk about this topic today on Channel Nine" and includes a video thumbnail. The video title is "Data shows 80 per cent of people regret quitting their job during pandemic: TODAY 2023, Short Video". The post includes a list of three tips for improving LinkedIn profiles and a link to a full interview. The post also features several hashtags and a list of tags.

**Sue Ellison** (She/Her) • You  
Independent LinkedIn Specialist - Author, Educator, Consultant, Career Subj...  
7mo • 🌐


RESIGNATION REGRET // Great to talk about this topic today on Channel Nine 🗣️ with David Campbell and [Sylvia Jeffreys](#) - Research from [ELMO Software](#) shows 34% of 1,000 surveyed Australians are worried about the looming recession. Data from the US is showing that some Gen Z's are being rehired - now is the time to

1. Record - your skills and achievements on your resume and LinkedIn Profile
2. Reflect - on your career and life goals to create a focus for moving forward
3. Respond - by completing any microcredentials and improving your job search skills

Watch the full interview below...

Please don't wait until your situation becomes difficult - extra free and confidential career support and financial advice is available and I will share links in the comments.

[#greatresignation](#) [#resignationregret](#) [#careers](#) [#sueellson](#)



**Data shows 80 per cent of people regret quitting their job during pandemic: TODAY 2023, Short Video**  
9now.com.au • 1 min read

👤 Saurabh Bansal and 35 others

6 comments • 1 repost

# 10 Ways to Improve your LinkedIn Posts

## 10. Keep a list of links

- LinkedIn provides one at [https://www.linkedin.com/analytics/creator/content/?metricType=IMPRESSIONS&timeRange=past\\_90\\_days](https://www.linkedin.com/analytics/creator/content/?metricType=IMPRESSIONS&timeRange=past_90_days)
- create your own spreadsheet – easy reporting, recovery, reuse
- consider adding links to post on your website posts

1	LinkedIn Page Posts									
2	<a href="https://www.linkedin.com/company/xyzenterprise">https://www.linkedin.com/company/xyzenterprise</a>									
3										
4	<b>Date</b>	<b>Topic</b>	<b>Post Link</b>	<b>Posted By</b>	<b>Notify Employees</b>	<b>Date</b>	<b>Impressions</b>	<b>Reactions</b>	<b>Comments</b>	<b>Details</b>
5	3/10/2022	Video Welcome from the Principal with logos	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7863530708647657472">https://www.linkedin.com/feed/update/urn:li:activity:7863530708647657472</a>	Mary Smith	N	20/10/2022				
6										
7										

Shared online:

[Facebook Page](#), [Google](#), [LinkedIn Profile](#), [LinkedIn Page](#), [Twitter](#)



What were your faves?

Please choose three things from this session to do in three hours from now

3 in 3

# LinkedIn Insight Webinars

**Next LinkedIn Insight Webinar – 10 Ways to Improve Your LinkedIn Articles 11 October 2023**

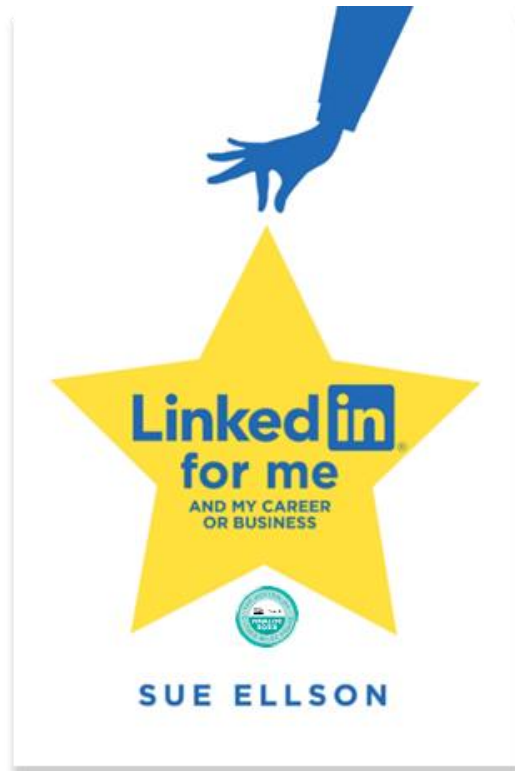
<https://sueellson.com/blog/10-ways-to-improve-your-linkedin-articles>

- 10 Ways to Improve your LinkedIn Posts 13 September 2023
- 10 Ways to Improve your LinkedIn Engagement 9 August 2023
- 10 Ways to Improve your LinkedIn Page 12 July 2023
- 10 Ways to Improve your LinkedIn Profile 14 June 2023
- LinkedIn for Real Estate and Commercial Property Professionals 10 May 2023
- LinkedIn for Military, Defence and Emergency Services Professionals 12 April 2023
- LinkedIn for Social Media, Marketing and Digital Strategy Professionals 8 March 2023
- LinkedIn for Recruiters, Headhunters and Executive Search Professionals 8 February 2023
- LinkedIn for Medical, Health and Nursing Professionals 11 January 2023
- LinkedIn for Migrants, Expatriates and Repatriates 14 December 2022
- LinkedIn for Sales People 9 November 2022
- LinkedIn for Career Changers 12 October 2022
- LinkedIn for Tradespeople 14 September 2022
- LinkedIn for Students and Future Graduates 10 August 2022
- LinkedIn for Women Wednesday 13 July 2022
- LinkedIn for Authors Wednesday 8 June 2022
- LinkedIn for Early Career Professionals Wednesday 11 May 2022
- LinkedIn for Creatives Wednesday 13 April 2022
- LinkedIn for Education Professionals Wednesday 9 March 2022
- LinkedIn for Human Resource Professionals Wednesday 9 February 2022
- LinkedIn for Journalists and Media Professionals Wednesday 12 January 2022
- LinkedIn for Board Directors and Senior Leaders Wednesday 8 December 2021
- LinkedIn for CEO's and Business Owners Wednesday 3 November 2021
- LinkedIn for Business Coaches and Career Specialists Wednesday 6 October 2021

**All Registration Links, Slides and Recordings from past webinars – all FREE plus list of future webinars**

<https://sueellson.com/linkedin-insight-webinars-and-recordings>

# Online Course



## LinkedIn for me and my career or business ★

- ✓ includes digital copy of book
- ✓ quick start program
- ✓ entire book instructions – videos too!
- ✓ clickable links
- ✓ LinkedIn Profiles, Pages, Groups
- ✓ LinkedIn Engagement, Content, Results
- ✓ Setup, Shine, Surprise Methodology

10 weeks – two hours a week

\$247 AUD

<https://sueellson.com/courses/linkedin-for-me-and-my-career-or-business>

# Follow / Subscribe to Sue Elson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (24,278 Connections, 27,502 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson> (289 Subscribers – goal is 1,000+)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (835 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (165 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (427 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (397 Followers)
- ✓ Threads <https://www.threads.net/@sueellson> (35 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (26 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (5,484 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Elson Sharing LinkedIn Newsletter (272 Subscribers) <https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ **Sue Elson Email Newsletter (71 Subscribers)** <https://sueellson.com/newsletters>



# Special Gift – Free Downloads

✓ latest offer <https://sueellson.com/latest-offer>

- Usernames and Passwords Spreadsheet (most popular)
- LinkedIn Statistics and Backup Spreadsheet
- Basic Social Media Statistics Spreadsheet
- List of Publications Spreadsheet
- Sample Resume Layout – Applicant Tracking System Friendly

✓ will send these direct to active participants!

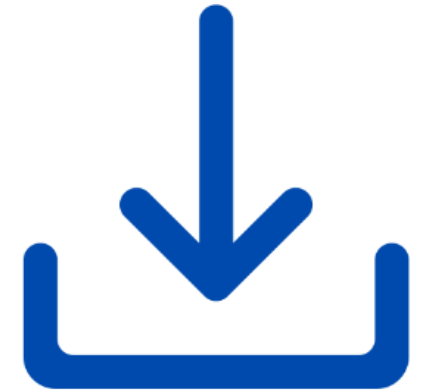
✓ **LIVE EVENT – LinkedIn for me and my career or business Workshop**

Third Saturday Monthly 9:30am – 1:30pm in person in Canterbury, Melbourne

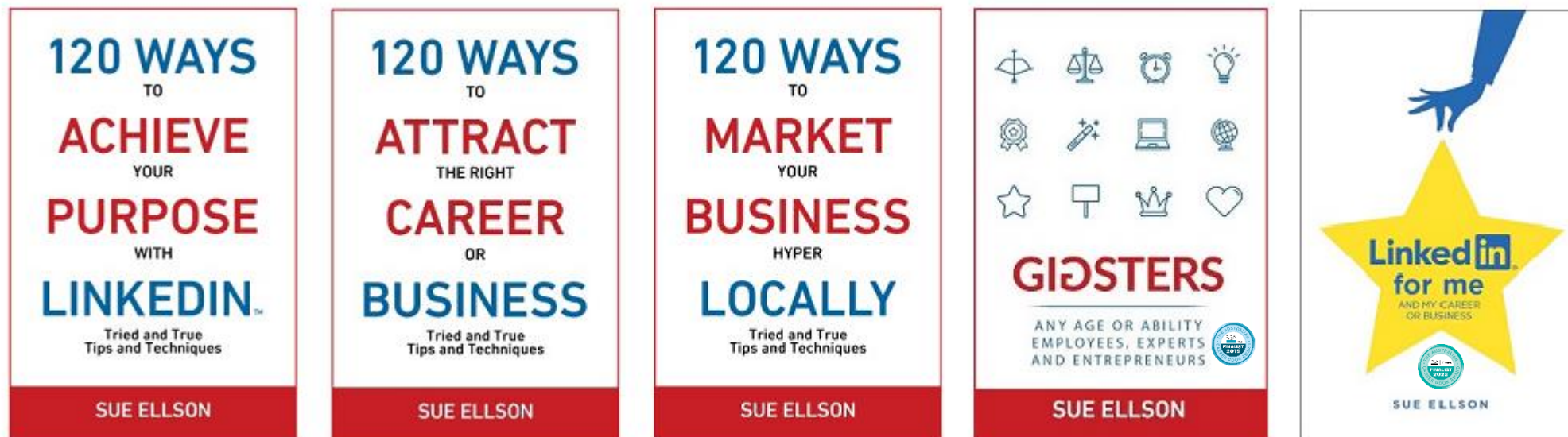
<https://linkedinforme.eventbrite.com.au> \$195 includes printed book Maximum four people

Saturday 16 September 2023

✓ keep up to date by following me on social media



# Author of five books



Latest – **LinkedIn for me and my career or business** – launched 23 January 2023

Give yourself a gold star ★ LinkedIn Presence

<https://sueellson.com/books> or <https://120wayspublishing.com>



# Extra Resources

Blog

<https://sueellson.com/blog>

Publications

<https://sueellson.com/publications>

Presentations

<https://sueellson.com/presentations>

Podcasts

<https://sueellson.com/podcasts>

Television

<https://sueellson.com/television>

Videos

<https://sueellson.com/videos>

Today's slides and recording will be at <https://sueellson.com/blog/10-ways-to-improve-your-linkedin-posts>



# What has been most helpful to you today?

✓ You can add a comment saying what was most helpful in the Zoom chat now – great reflection for others

✓ Please complete the Exit Survey when you leave the webinar

✓ **Write a Review on**

Google <https://g.page/sue-ellson-author/review> (139 Google Reviews) or

Facebook <https://www.facebook.com/sueellson2/reviews> (8 Reviews)

Online <https://sueellson.com/reviews> (lots!)

✓ **Follow Sue Ellson's Socials or Contact directly** <https://sueellson.com/contact>



Google Review



Facebook Review



Online Review



Follow Socials / Contact